

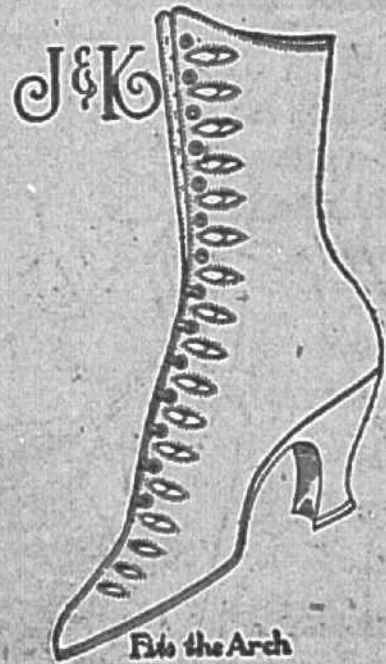
THE Parsons-Souders Co.



THE SPRING FASHION SHOW
reveals the complete fruition of our fashion-plans for the season. We have been showing new fabrics and spring models for weeks past, of course; but now is presented the first complete assemblage of the authenticated fashions in apparel and all that appertains thereto. The entire first and second floors are in a gala dress. Among the foliage and bright blossoms of spring are shown the still more beautiful fabrics and fashions. No matter what the weather may be outside, the store is transformed into a glowing garden of beauty.

Once here, you can think only of spring and the lovely things we have gathered for you.

A Smart Spring Model



Pat. the Arch

The fashions for the Spring and Summer are charming. Despite many obstacles, the array is even better than usual. It had to be. The conjuring, creating and selling of apparel is the life work of thousands.

We have been in close touch with the foremost American designers and we have the honor to bring to the attention of the Ladies of Clarksburg this great collection of the very best product of these makers. Some of these self-same designers create the most extreme styles for stage effects and in the ball room—but the frumpiness and tinsel of the stage have given place to the charm of the ball room, the elegance from Salon. The effects are daring, perhaps, but not bizarre.

And through this collection of apparel there rings this dominant note:
“These are garments for the lady.”

Last summer's vogue of furs shall be repeated—the touch is shown. And the larger and larger out-of-door life is emphasized in liberal showing of Sport cloths.

Our Second Floor is beaming with the newness of Spring. Here also are the tailored costumes, Spring Wraps, Waists, Millinery, Negligees, Corsets, and the Misses and Children's Apparel.

On the First Floor are the opening displays of the new Silks, Wool and cotton dress fabrics, trimmings and Laces, Gloves, Hosiery, Parasols, Belts, Neckwear, Ribbons, Handbags.

The New Spring Shoes will figure largely in connection with the fashions of Spring and carry out the styles of the already approved fashions, which includes the light Kid leathers, and all White Kid, and Rein Skin cloth boots that will be much more in vogue for early Spring. The pumps shown for early spring wear are attractively plain, but very graceful lines carry out the idea of the designer. The soft Kid Leathers predominate and, following closely, the Patent Kid and Dull Calf Leathers. The Sport Shoes will contribute largely to certain lines. The White Canvas Oxford with reinforced white calf trimming, have the white leather sole and low white heel, will be worn in connection with white suits and skirts. This style will also be shown in the lace boot.

Spring Fashion Show Par Excellence. Every Woman Is Invited Here.

Main St.
Between “2nd
and 3rd”

Parsons-Souders Co.

Clarksburg,
W. Va.